**Step 1: Include Professional Experience**
While it’s important to show you’re the real estate expert, you also don’t want someone to read a list of facts. Use 1 to 3 sentences to highlight your expertise, experience, skills, and awards. You can create a separate page to highlight your *credentials* and link to it from here.

**Step 2: Be more than a REALTOR**
It’s important to appear competent but you have to also appear to be a ‘real person’ with other interests outside your job. What are your hobbies? Do you own a pet? Have children? Make them get to know YOU, not just your job.

**Step 3: Link Yourself to the Area**
Your site is visitors view into your online community. How long have you lived there? How knowledgeable are you about the area? Give them your top 2 reasons you love the area!

**Step 4: A Bio is NOT a sales pitch or add!**
You’ll have plenty of time to ‘sell’ to the client. Your bio is meant to create a connection, as much as you can through an ad. Think online dating. Seriously, get their interest but don’t come across as robotic or cold.

**Step 5: Do Some Research**
You don’t want to have a site that looks or sounds like every other agents. However, take ideas from respected and popular agents websites.

**Step 6: Don’t be Wordy**
You don’t want to say too little, or too much! Two to three paragraphs, or about 250 to 500 words, is a great length to shoot for. Any longer and your readers could lose interest.

**Step 7: Proofread and Review**
Your page must be 100% accurate. This bio represents YOU!